



HUMAN RESOURCES OFFICE U.S. EMBASSY DHAKA

VACANCY ANNOUNCEMENT

ANNOUNCEMENT NUMBER – 13 - 022

- OPEN TO:** US Citizen Eligible Family Members (USEFMs),
Member of Household (MOH) – All Agencies,
and All Qualified U.S. Citizens.
- POSITION:** **Development Outreach Communications (DOC)
Officer, GS-12**
- (Salary Scale: \$60,274 - \$78,355 annually.
Depending on qualifications and experience,
incumbent may be hired at a lower grade.)
- LENGTH OF HIRE:** Two years with the possibility of extension
- OPENING DATE:** **April 18, 2013**
- CLOSING DATE:** **May 1, 2013, 4:30 PM local time**
- WORK HOURS:** Full-Time; 40 Hours

The United States Agency for International Development (USAID) in Dhaka is seeking a US Citizen Eligible Family Member (USEFM), Member of Household (MOH) and qualified US citizens for the position of Development Outreach Communications (DOC) Officer in the Program Office.



BASIC FUNCTION:

The Development Outreach Communications (DOC) Officer is a member of the Program Office (PRO), which includes as a primary responsibility the production and dissemination of public information regarding the Mission and its development portfolio. The DOC will lead the DOC team within PRO to investigate, analyze, collect, manage, and distribute information associated with the USAID foreign assistance program in Bangladesh. A crucial objective is to develop strategic information used to educate and promote better understanding of USAID programs for both Bangladeshi and American audiences. Equally important, is to ensure outreach activities further Mission and U.S. Embassy strategic goals. To effectively achieve these objectives, the DOC Officer will work closely with the Embassy Public Affairs Section (PAS), USAID staff, local news agencies, as well as USAID partners. The DOC Officer will be USAID/Bangladesh's primary point of contact and liaison for all information requests on program activities. S/he will supervise a highly motivated team of Bangladeshi professionals.

The DOC team collaborates closely with technical offices and implementing partners, providing oversight, advice and guidance in developing and implementing the Mission's communication strategy. Close collaboration with the Embassy's PAS will ensure that embassy personnel are properly apprised of USAID public outreach activities and projects, that policies and procedures regarding outreach communications are strictly adhered to and that USG interests are protected. Close collaboration with the Mission management will ensure that outreach activities support USAID / Bangladesh strategic goals including, but not limited to, those outlined in the Country Development Cooperation Strategy (CDCS). A key function of this position will be to mentor the DOC team and build capacity within the mission and with implementing partners to develop more effective communication plans and materials. S/he will also serve as principal liaison with the Agency's Legislative and Public Affairs Bureau in Washington (USAID/LPA).

Under the direction of the Mission Director, PRO is responsible for overseeing the formulation and implementation of the Mission's CDCS for Bangladesh and assisting to define the role and objectives of U.S. assistance. This includes ensuring that the Agency's program policies are adhered to and reflected in the Mission's programming policies and procedures. PRO coordinates and assists with all Mission activity designs and fulfills required planning and reporting requirements for the Office of the Director of Foreign Assistance (F) through the annual Operational Plan and Performance Plan Report. PRO also assumes the lead in the formulation, management and control of the Mission's Program Budget, negotiates bilateral agreements with the Government of Bangladesh, and supports the Mission Director's participation in donor coordination forums in-country. PRO develops and implements the Mission's public information strategy in consultation with the Front Office and the Embassy's Public Affairs



Office, and assists Technical Office (TO) teams in preparation, clearance, and timely submission and approval of documents.

MAJOR DUTIES AND RESPONSIBILITIES:

The specific duties of the Development Outreach Communications Officer include, but are not limited to, the following areas:

1) Supervision and Coordination:

- Lead the Mission's Development Outreach and Communications team to ensure the overall quality, coherence and strategic application of the team's communications and outreach products and initiatives. The team comprises a three Foreign Service National (FSN) staff. Within the mission, the team also includes communication points of contact in each of the technical offices. In addition, the DOC team has established linkages with communications professionals in each of the implementing partners.
- Lead the development and implementation of the Mission's communication strategy and outreach plan that promotes a better understanding of and support for USAID programs to external audiences. Ensure public awareness of programs and projects being funded by USAID and provide information to USAID/W and the U.S. Embassy.
- Formulate and manage the communication and outreach budget for the Mission. Given USG and agency directives to reduce expenditures on publications, travel and conferences, the incumbent must identify cost-effective ways to achieve communication goals.
- Monitor and evaluate progress toward communication objectives as outlined in the communication strategy. This includes establishing a monitoring and evaluation plan for the communication strategy, identifying indicators and measuring progress to assess effectiveness and impact of outreach activities. Also includes monitoring local and international press coverage, awareness and attitudes concerning USAID programs. Information gathered will inform ongoing activities and future programming.
- Formulate and implement innovative outreach activities that advance development objectives as outlined in the Mission's CDCS.
- Mentor the DOC team and train technical office staff and implementing partners on developing effective communication plans and materials.
- Coordinate with PAS and other USG agencies to develop strategic communications at the Embassy level and ensure that USAID communications are in line with the broader Embassy goals.
- Serve as the primary liaison with PAS in the execution of USAID events, the dissemination of USAID publicity materials and on any other issues



that may arise. Represent USAID in planning relevant Embassy events and site visits by the Ambassador and other high-level visitors.

- Collaborate closely with the Embassy's PAS to achieve maximum exposure and understanding of USAID's programs and initiatives. Work in concert with PAS in developing activities designed to highlight U.S. assistance contributions as defined by the Chief of Mission and USAID Mission Director.
- Through well-established professional contacts with donors, NGOs, and leaders of other international and local organizations active in development activities, the DOC Officer will gather, analyze, and properly format data and information on local and international opinion concerning USAID programs for the purpose of gauging the effect of information dissemination strategies, providing feedback on ongoing activities and for planning future communications programming.

2) Public Information and Publicity Materials

- Coordinate information dissemination, media outreach and public events within the mission with technical offices and outside the mission with implementing partners.
- Build the capacity of implementing partners to develop timely, accurate, effective and well-written media materials.
- Oversee the drafting, editing, organization and dissemination of a standard information package of publicity materials, including fact sheets, newsletters, project briefs, country profile, development objective summary, presentations, responses to requests for information and all other public information materials related to USAID/Bangladesh activities. Materials must be tailored for both internal audiences (incoming staff, high-level visitors, LPA, Congress) and external audience (general public and media). Incumbent must be able to present development topics in clear, concise English and translate sometimes complex or highly technical language into a format easily understood by the general public.
- Generate and maintain a standard set of narrative data related to the Mission's development portfolio for general use in briefers, outreach materials, communications, etc.
- Development and maintenance of online outreach, including websites, social media, etc.
- Oversee preparation of a weekly summary of events, submissions for the monthly report to the Administrator and for USAID Frontlines and other USAID public information platforms including Facebook, Twitter, YouTube and other new and emerging social media sites.

3) Media and Public Relations



- Manage information and media outreach activities, in coordination with the Front Office and technical teams. Ensure strategic selection of events and optimal representation by USG personnel to more effectively and efficiently communicate USAID messaging.
- Work with PAS to manage USAID/Bangladesh's relationship with international, regional, and local press, including encouraging accurate reporting, equity, and trouble-shooting as necessary. Interact with local media contacts regularly. Process materials and address any necessary changes to ensure that items go to press on time. Provide advice to the Mission and to USAID/LPA regarding appropriate press contacts.
- Advise and work with PAS to expand opportunities to keep media abreast of USAID/Bangladesh programs, including TV, radio and other media. This may include arranging interviews, preparing talking points, organizing briefings and media tours of USAID projects.
- Work closely with the Front Office and USAID staff on press and media relations to ensure targeted and coherent messages consistent with the Communication Strategy from all USAID staff and implementing partners.
- Respond to inquiries from the general public, media and other sources about USAID programs and projects.
- Oversee development of effective media outreach materials, ensuring accurate information and presentation of development topics and the impact of USAID programs in a format easily understood by the general public.

4) Publicity Events

- Plan and schedule a calendar of events with the DOC team and technical team staff, including project managers, host country officials, NGOs, and implementing partners.
- Serve as DOC advisor on the outreach component of events, in coordination with PAS, Front Office, technical teams and implementing partners. This includes conferences, openings, ribbon-cuttings and other ceremonies. Organize press packets, deal with protocol issues, site selection, staging and logistical issues and identify USG representation.
- Review and edit press releases, scene-setters and talking points drafted by implementing partners for USAID events.
- Manage documentation of USAID events, including video, documentaries, photos, updates to Facebook, YouTube and Twitter accounts.
- Serve as the Mission's primary point of contact for publicity events and site visits by official visitors from the Embassy, USAID, Congress and other USG agencies or entities. Serve as control officer or participate in teams planning VIP visits. Lead preparation of briefing materials, scene



setters and other information products to support these visits.

Maintain a diverse list of potential site visit locations appropriate for a variety of high-level visitors throughout the country.

- Perform other duties relating to public outreach, information and communication, as assigned or required.

QUALIFICATIONS REQUIRED:

Education (15 points): A Master's degree, preferably in the field of public relations, journalism, international development/relations, English, marketing, communications or related field is required. Three years of overseas experience in public relations may be considered an acceptable substitute for the required Master's degree.

Job Knowledge (30 points): The successful candidate must be capable of crafting strategic communication plans and information messages in various media formats (e.g. press releases, web-site, cables, etc.), targeting a variety of audiences. Excellent leadership, coordination, and organizational skills within a multi-cultural work environment are required. Experience in planning, strategizing, and application of policies and procedures regarding all development outreach communications activities, such as branding and marketing, is preferred. Must have broad understanding of issues related to international development and be able to translate them to a general audience. Knowledge of local, regional and international press, and regional development issues, is desirable.

Skills and abilities (25 points): Native level fluency in English (reading, writing, and speaking) is required. Given the nature of the position, demonstrated effective written and oral communication is a requirement. Fluency in Bangla is preferred. Strong communication skills, interpersonal skills, and ability to lead and work in teams is required. Excellent organizational, critical and strategic thinking skills required. Strong staff development and management skills preferred. Strong computer skills in the full range of MS software, including spreadsheet, PowerPoint, and graphics, is preferred. Experience with Facebook, Twitter, YouTube, RSS feeds and other social media platforms strongly preferred.

Prior Work Experience (30 points): A minimum of five years (or eight years without a Master's degree) of demonstrated successful experience in public relations, journalism, or related field is required. Previous work experience with an international development organization overseas is strongly preferred. Proven experience with writing and communications that demonstrate skills and hands-on experience in a combination of the following areas: public relations, editing, public information, publishing, and digital communications. Proven experience in developing and disseminating targeted information to a variety of audiences is required. Relevant marketing experience will be



considered, as applicable. The incumbent must demonstrate a minimum of two years supervisory experience and must be able to mentor, guide and build capacity of staff and implementing partners. The incumbent should have extensive Asia experience. Strong preference will be given to candidates familiar with Bangladesh. Experience in report writing, events planning, and execution, website design, and social networking media is strongly preferred.

Applicants should provide at least two writing samples with their applications. The samples should be 750 to 1,000 words. They can be excerpts from longer articles or papers and do not have to be specifically written for this application. The samples should demonstrate the applicant's ability to clearly and succinctly communicate complex ideas to the public. Co-written articles will not be accepted – the applicant must be the sole author.

ADDITIONAL SELECTION CRITERIA:

Be a U.S. citizen or U.S. resident alien and be able to obtain Facility Access security clearance (required).

TO APPLY:

Interested candidates are requested to submit the following:

- 1) A cover letter of no more than 2 pages that demonstrates how the candidates' qualifications meet the work requirements;
- 2) A curriculum vitae which describes education and career experiences and achievements;
- 3) A completed and signed OF-612;
- 4) Names, contact numbers, and addresses of three professional references;
- 5) A written statement certifying the date and length of time for which the candidate is available for the position.
- 6) Candidates who claim U.S. Veterans preference must provide a copy of their Form DD-214 with their application.
- 7) Any other documentation (e.g. certificates, awards, copies of degrees earned) that addresses the qualification requirements of the position as listed above.

To ensure consideration of applications for the intended position, please make reference to the solicitation number on your application, and as the subject line in any cover letter. The highest ranking applicants may be selected for an interview.

TYPE AND DURATION OF APPOINTMENT:

Employment shall be through a USAID Personal Services Contract for a period of two years with the possibility of extension.

**BENEFITS/ALLOWANCES:**

As a matter of policy, and as appropriate, the resident-hire USPSC is normally authorized the following benefits and allowances:

BENEFITS:

Employee's FICA Contribution
Contribution toward Health & Life Insurance
Eligibility for Worker's Compensation
Annual & Sick Leave
APO mail service as per post policy

FEDERAL TAXES: USPSCs are not exempt from payment of Federal Income taxes.

This contract will be awarded according to AIDAR Appendix D subject to availability of funds.

SUBMIT APPLICATION PACKET ELECTRONICALLY TO:

Dhaka-Jobs@USAID.gov

Attention: Supervisory Executive Officer
USAID HR Section/Executive Office
USAID/Bangladesh

POINT OF CONTACT:

Human Resources Section
Executive Office
Telephone: 885-5500
FAX: 880-2-8823648

DEFINITION(S):**US Citizen Eligible Family Member (USEFM):**

A USEFM must be age 18 or older and listed on the travel orders of a direct-hire Foreign, Civil or uniformed service member under COM authority. A USEFM is eligible for a preference in hiring. (Receiving a FS or CS annuity does not affect an American citizen EFM's eligibility for the hiring preference.) The USEFM resides with the sponsoring employee at post or at an Involuntary Separate Maintenance Allowance (ISMA) location.



Member of Household (MOH): An individual accompanying a direct-hire Foreign, Civil, or uniformed service member to their assigned post abroad. The individual has been officially declared by the USG employee to the COM as part of his/her household but is not an EFM and is not on the travel orders of the sponsoring employee.

Not Ordinarily Resident (NOR) – An individual who:

- Is not a citizen of the host country; and,
- Does not ordinarily reside (OR, see below) in the host country; and,
- Is not subject to host country employment and tax laws; and,
- Has a US Social Security Number (SSN).

Ordinarily Resident (OR): A Foreign National or US citizen who:

- Is locally resident; and,
- Has legal, permanent resident status within the host country; and,
- Is subject to host country employment and tax laws.

NOTE: "Members of the same family (father, mother, spouse, child, brother, sister, uncle, aunt, first cousin, niece, nephew, grandparent or grandchild, in-laws or step-relatives) will not be employed at the same time in the same agency unless it is in the best interests of the Mission and approved by the Director of the agency involved. In no case will family members be employed in the same working unit of an agency."

The US Mission in Dhaka provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, disability, political affiliation, marital status, or sexual orientation. The United States Agency for International Development (USAID) also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

CLOSING DATE FOR THIS POSITION: May 1, 2013

Clearance: Eric Adams, Supervisory EXO: _____